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London Essence Co.  
**'The Essence of London'**  
Case Study

*News UK*

# T



## The Challenge

The premium mixer category is fairly homogeneous. Fever Tree dominates and many 'Good Tastefuls' don't yet know or discern after London Essence.

Our role was to build affinity and preference for London Essence within the premium mixer category whilst creating distinctiveness by demonstrating how it mixes in with the vibrant culture of London.

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## The Big Idea: **The Essence of London**

Our approach centred around star studded talent, with the likes of Sophie Ellis-Bextor and Henry Holland taking centre stage.

Using the right talent not only allowed us to tell different stories and give unique perspectives of London as a 'cultural accelerator' but it also helped us reach out to our key target audiences through their social media channels, bringing to life 'The Essence of London' across all relevant touchpoints.



## SOPHIE ELLIS-BEXTOR

530k Followers



## HENRY HOLLAND

213k Followers



## RYOICHI HIRANO

15.5k Followers



## CRAIG JOHNSTON

21.3k Followers



# — Talent

The content revolved around talent - Heroes and Experts. It allowed us to showcase unique perspectives of London as a cultural accelerator.

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London Essence Co.

# Campaign Overview



## PRINT

- (x2)** Sunday Times Mag  
DPS advertorials
- (x2)** Sunday Times Mag  
single page advertorials
- (x4)** Single page  
display ads



## DIGITAL

- (x1)** Times ENA (30k UVs)
- (x4)** FB Reels
- (x4)** IG stories
- (x4)** sponsorship of Times  
Food & Drink newsletters
- Targeted display



## VIDEO

- (x2)** Hero videos

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**SOPHIE ELLIS-BEXTOR**

PRINT

## Sunday Times Magazine DPS

LONDON ESSENCE RAISING A GLASS WITH SOPHIE ELLIS-BEXTOR

### London my way

Singer, songwriter and Kitchen Disco star **Sophie Ellis-Bextor** on what makes her hometown so special



**F**or Sophie Ellis-Bextor, west London is special: it's where she was born and now lives – not a stone's throw from where she grew up – with her husband Richard Jones of The Feeling (the pair share five children: Sonny, Kit, Rex, Jesse and Micky). It's also where she staged her now-legendary Kitchen Disco, which started

during the pandemic. Here, she tells us why putting down roots in London was always going to be a no-brainer...

**Made in London**  
"I'm a Londoner born and bred – while I've moved around, I've never actually left the city and know I won't leave, either. "All my friends and family are here – why would I? I love

**Cocktail hour: Sophie loves a Brazilian Mule, made with London Essence ginger beer**

London for many reasons, firstly, because it's home. But I love the fact that there are layers to London too, because I've had so many formative experiences here.

"Nowadays, I live very near to where I grew up – just ten minutes from my mum – so I've had my childhood and teenage years in different pockets of the city. It means

that I can go somewhere and it instantly brings back very strong memories."

**A city of creativity**

"London is like a series of villages, really – you have your own little area, but it's also an exciting city, which is constantly evolving. I love the fact that where I live I can get anywhere very easily, but I can get out if I need to as well. There's so much going on and it's very diverse. Just last weekend, we had a big street food market near my house and I know where I can get good coffee in the morning, or a great cocktail if I want one. "It's a wonderfully creative place too – but I don't think that's specific to my area. I think everyone in London probably has those dimensions, and that's what makes it so special, actually."

**The past meets the future**

"There are a few areas in London that really remind me of specific chapters in my life and I like visiting them because it brings all those memories right back any time I'm in Camden, for example, because that was a really important place for me. "It was the first place I lived when I moved out of home and all my early experiences as a young singer were there. "Those ginasse venues? I've played all of them."

"I love so many of the old buildings here – like the Royal Albert Hall and St Paul's Cathedral – but appreciate how London also really embraces the future. I like that I can go to an area like Soho and I'll see places where my girlfriends and I used to do our clubbing – only now it's not a club any more, it's a different venue."

"But you can also walk around a corner and see that little bar you always used to go to – and it's still there, the decor hasn't changed. It's almost like being greeted by your old self."

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**If I ever need a little pick-me-up, I head to Portobello Market. It's a brilliant place to feel inspired because it's full of life and has a real community vibe**

I think you have to embrace that London is constantly looking forward and changing. I really like the juxtaposition of all those layers."

**Inspiration is everywhere**

"I'm inspired by my city all the time. In fact, I do a lot of songwriting while walking around. Some of my most fruitful times, believe it or not, are on the Tube. I love it because I can put my headphones on and listen to music. It's almost like I'm meeting my 17-year-old self again – perhaps it's because the Tube was always synonymous

Scan the QR code to discover London's finest cocktail spots



Cherish! Sophie says cocktails are always a bit more messy!

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with independence and adventures when I was young. But you can really observe things and people too. Sometimes if I'm planning something or trying to write a song, that's where my brain will come up with ideas, because there's no pressure to transit. "If I ever need a little pick-me-up, I head to Portobello Market. It's a brilliant place to feel inspired because it's full of life – markets are the lifeblood of the city, I think – and has a real community vibe.

"Personally, I'm a vintage fiend so I'm always finding old treasures, like clothing you can't get anywhere else. But you can meander around too, eating food and taking in the sights. "In west London, a good spot for a cocktail – it's always good to know where to head – is Viajamos? in Notting Hill Gate [she's tried the Brazilian Mule]. "I think cocktails are a lot like music – it's about the layers of what you put where. "So in this one, you've got the rum – that's kind of like your persuasion – like your dreams, your bias.

"And then together with something like the London Essence Perfectly Spiced Ginger Beer, you've got all your top notes – all the fizzes that's the crushes, the cymbals. "And I think once you've got it all working together... it's much like the perfect song!"



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**HENRY HOLLAND**

PRINT

## Sunday Times Magazine DPS



LONDON ESSENCE TOASTING WITH HENRY HOLLAND

# Toast of the town

Fashion designer turned ceramicist **Henry Holland** on the spirit of London, the charm of Soho and how to plan your perfect Christmas

**H**enry Holland's latest venture, his eponymous ceramics company, came about as something of a happy accident. Having taken up pottery to keep himself busy during lockdown, Henry has been making quirky pieces using a variation of Japan's *norihiki* technique – and they've gone on to create a serious buzz in the world of interior design.

Henry fired up Henry Holland Studio in 2021 – and business has been booming ever since, with his marbled pasta bowls, salt pigs and candlesticks in high demand. Here, Henry tells us what he loves so much about London.

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Discover more about the London Essence Co's range of luxury mezers and sodas at [londonessenceco.com](http://londonessenceco.com)

**Calm waters: London Essence's warming tonics will help you relax come the evening**



**First impressions**  
I'm often, the real-life memories of London. I first came here as a teenager and used to stay with my cousin, having saved up for months. I would come down on the train from Manchester and blow every penny I had in Covent Garden and Camden before heading back the next day to show off my new clothes. It was then that I realised I had to be here long term. So when it came to choosing where to go to university, I picked solely London options: there was no way I was going anywhere else. There are so many arresting moments when you first come to London: the live performers in Covent Garden; the lions at Trafalgar Square; the Turbine Hall at the Tate – I couldn't

believe it was a real place! And often, the real-life memories of these places end up blurring with snippets from TV, which is so exciting. It's almost like living in a TV, being here in London.

**Creative inspirations**  
London is one of the most vibrant, creative and inspiring cities in the world. It still holds the same allure for me now as it did back then – I still feel that excitement. The cultural diversity here has influenced my work ever since my days in fashion. For me, fashion was about creating narratives around people and characters, which is something I still do today with my ceramics. In London you have this wealth of inspirational material – even if you're just walking down the

**Grab a hot chocolate and a churro and take in the window displays at Fortnum & Mason – don't leave before seeing the lights on Regent Street**

street or getting on the Tube. I really love that.

**A tale of two cities**  
Once I find an area that I like, I tend to stay there for a long time. I lived in north London for my "Camden years" but moved to Hackney about 15 years ago. My studio is based there too.

Hackney is a real centre of creativity – there are so many artists, designers, painters and ceramicists nearby. I first started experimenting with ceramics during lockdown. I had never even taken a class before but I quickly became obsessed. I love both the art form and the meditative process of making things that people use in their home as part of their daily lives.

I love Soho too. It's busy, frenetic and there's an energy there that you just feel – it kind of takes you with it. When I first came to London, one of my first internships was right in the heart of Soho, on Broadwick Street. I remember feeling completely petrified. Now, every time I



Liquid gold: Henry's top cocktail is made with London Essence soda

### Tastes of London

My favourite cocktail with London Essence is Gold Spice (made using rhum agricole, banana, clove, cinnamon and London Essence Roasted Pineapple Crafted Soda). It's like a little holiday in a glass. That roasted pineapple, the spice, the rhum... it's delicious. We usually go away over Christmas and New Year, and this cocktail instantly puts me in the mood. I'm enjoying a lunchtime drink but I feel like I'm lying on a beach.

well past that building it gives me butterflies. I love the Soho dichotomy of high-end, posh restaurants and bars and then that seediness on the side.

**Different perspectives**  
The architecture in London has always been an inspiration to me too. It might sound strange but I've always loved Centre Point – such an iconic building just plonked right in the centre of town. I also love the BT Tower and The Savoy Hotel, especially when you look towards it from the river. One of my favourite things to do is a river tour by boat – you get to see the city from a perspective that you ordinarily wouldn't, even if you're a Londoner. Get the right boat and an amazing tour guide will tell you historical facts about the buildings too.

This Christmas, I suggest strolling the markets that are popping up everywhere. Grab a hot chocolate and a churro, visit the shops – I particularly like the Burlington Arcade – and take in the pretty window displays at Fortnum & Mason. And don't leave before seeing the lights on Regent Street – Christmas in London is truly special.

**Putting memories on the map**  
I'm always looking for new places to visit and I'm lucky that I get to go to nice places quite often – although I increasingly like a place to have seats. I'm getting old!

We often find ourselves returning to our old favourites, though. My husband and I always go to the seafood restaurant I Sucked in Covent Garden. We went there for my first date and return regularly for anniversaries.

I also really love Cossette, which is right by my house in Bethnal Green, and it's just an amazing cocktail bar. It's a little hidden gem on Bethnal Green Road.

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Scan to discover the many flavours of London





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PRINT

## Sunday Times Magazine page

**CRAIG JOHNSTON**  
26th November

**RYOICHI HIRANO**  
17th December

LONDON ESSENCE: AROUND THE CITY IN 80 BITES



### Taste the world in one city

Former Masterchef winner Craig Johnston is now head chef at a Michelin-starred restaurant in the heart of the West End – but his love affair with London started a long, long time ago

**A** head chef at Marcus, the Michelin-starred Belgravia restaurant from Marcus Wareing, Craig Johnston knows a thing or two about food. Joining Marcus in 2008, after winning *Masterchef: The Professionals* the previous year (he was the youngest winner at just 21), he worked his way up through its ranks and now helms the kitchen. And he is very happy to be living and working in a city he loves.

"I grew up in Maidenhead, Berkshire, on the outskirts of London," Johnston says. "I loved the capital from an early age and my trips there as a child always revolved around the theatre, football – my dad's a big Chelsea fan – and, yes, food."

#### Cultural melting pot

"I recently moved to Highbury in north London, but before then I lived in west London at the bottom of Portobello Road. I have fond memories of visiting Portobello Market on Sundays. "It was full of people, had amazing, eclectic street food, and stalls selling fruit, veg and flowers. Wherever you go, there's this

buzz of different cultures – it's thrilling, and it's what London's all about.

"You could eat out somewhere new every day here. I just wish I had the time. Right now, there are a lot of restaurants doing fusion cooking, which I love and do myself – Marcus is a modern British restaurant but takes influences from everywhere.

"You can go to a French restaurant and enjoy an Asian or Indian twist to a dish. It highlights how open-minded and culturally diverse London is."

#### Keen to know

"As a chef, I have for work at 3am most weekdays. When I lived out west, I'd walk past a Portuguese bakery, Lisboa Patisserie on



For the budding romantic Portobello Market in west London is a feast for all the senses

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'Wherever you go, there's this buzz of different cultures – it's thrilling, and it's what London's all about'

Golborne Road. It always had a huge queue, even at that time – because it does the best pastel de nata in London.

"I love it when places do something well, and pastry is a big passion of mine. I think to be a great chef you need to know your whole kitchen and menu, every aspect of it. I love The Dusty Knuckle, Pophams and Holloway Model Bakery, which does a brilliant chocolate and almond croissant – I'm hoping they do something mince pie-influenced for Christmas!"

**Every flavour you can name** "It would be hard to choose a favourite London restaurant, but I always take friends to Kiti in Soho for Thai food. The signature dish, clay pot noodles with brown crab and Farnworth pork belly, is sublime. Dishroom is brilliant too, and worth the queue.

"For a special occasion, The Grill by Tom Rooton, at the Dorchester, is somewhere I've enjoyed really memorable meals. Tom's dishes look simple but it's deceptive – they are packed full of flavour, with real complexity. I took a good friend who was leaving London as it was a parting gift to celebrate our time together. I highly recommend it.

"Food and drink are tied up in memories for me. Take my favourite London Essence drink, Rosated Pineapple Crafted Soda. It brings up of very strong childhood memories – the tasting flavour on the palate of golden syrup takes me right back to making flapjacks with my mum.

"I'd probably pair it with a white rum and a touch of mint and, if cooking, I'd go for a slow-roasted shoulder of pork with grilled pineapple. Pops and pineapple are a great combination – exactly the type of comfort food you want as the cold weather sets in."

Scan to discover the many flavours of London



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LONDON ESSENCE: CELEBRATING LONDON'S CULTURE

### From barre to bar

Ryoichi Hirano, principal dancer of the Royal Ballet, on his favourite hangouts in the city he calls 'home'



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'From the Royal Opera House's rooftop bar, you can see the London Eye... even Canary Wharf'

London Essence Original Indian Tonic Water – it's good for muscle relaxation and cramps. "London offers a lot to artists: the Coliseum has so much history and is a beautiful theatre. Likewise, the National Theatre has an amazing repertoire and brilliant plays, and I love the brilliant Barbican and the Bridge Theatre. Barbican and the Bridge Theatre.

"I'm also a fan of Greenwich. I often take Thames Clippers to visit the Planetarium, walking up the hill to see the stars. It's so calming – I don't think people necessarily think of that sense of peace in such a busy city. "But, for me, the view from the Royal Opera House's rooftop Piazza terrace bar is unrivalled. It overlooks Covent Garden and you can see the London Eye. Trafalgar Square... even Canary Wharf.

"When I first came to London it was *Boyz n the City*. I stood up there watching fireworks soaring through the sky – you have the most amazing views from above most amazing views from above the rooftops. I felt so privileged."

#### Just the tonic

"When it comes to pubs and bars, the UK and Japan have a lot in common – both countries are big on community and getting to know each other over drinks, to have conversations in pubs was the best way to learn English. And people were so friendly. And they are often surprised, given I'm a dancer, that I'm a big fan of pubs. We like to let our hair down sometimes, and a blood Orange & Elderflower Tonic makes me feel like I'm on holiday."

"One of my favourite drinking spots is The 10 Cases wine bar, but tapas and Punjabi, the Indian restaurant on Neal Street."

Scan the QR code to discover London's finest cocktail spots



and I regularly remind myself to do the same."

**My London love** "Calling the Royal Opera House "my office" is surreal. As an artist and dancer, it's not every day that you get to look out at 2,900 people applauding – it's amazing to take a bow and see something that I've often find myself walking through. I've often find myself walking through the scene, in the area behind the scenes, in the middle of an 'Italian village' set, thinking how lucky I am.

"After a hard day of dancing, my go-to order usually involves



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After a hard day of dancing, Ryoichi likes to relax with a good drink





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PRINT



Print display in Style Magazine

# T

**CRAIG JOHNSTON**

**RYOICHI HIRANO**

DIGITAL

## Enhanced Native Article



### “CAPITAL LETTERS: LONDON WE LOVE YOU”

This [article](#) was a full guide to London, featuring insights from locals on their favourite spots to eat, drink, and relax in the city.

Our ENA covered everything from traditional pubs to Michelin-starred restaurants, rooftop bars and showcases how London can be enjoyed in different ways by different people.

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**CRAIG JOHNSTON**

**RYOICHI HIRANO**

DIGITAL

## Stories & Reels

We used Instagram and Facebook to distribute our beautifully crafted social stories and Facebook reels.

Utilising local talent in their specialised fields describing what London means to them and how they MIX with the culture.



# T

DIGITAL

## Hero Videos

SOPHIE ELLIS-BEXTOR



HENRY HOLLAND

The Henry Holland and Sophie Ellis-Bextor videos were the epitome of contemporary edge and rich heritage fused together.

The videos achieved incredible results both reaching categorically higher than the benchmark CTR's.

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LONDON ESSENCE

THANK YOU